Table 7.1 - Student Achievement

Performance Measure: What is your performance measure? What is your goal? (The goal should be measurable.)	What is your measurement instrument or process? (indicate length of cycle)	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)
Enrollment The Division of Business & Accounting will increase its enrollment numbers by 3% each year.	The number of students declaring a major within the Division of Business & Accounting as reported by the Academic Success Center.	The declared majors for the Division of Business & Accounting increased by 4% in Fall 2022 compared to Fall 2021.	Enhanced recruiting efforts increased students' interests in Business Administration, Accounting & Management careers and ultimately declared those majors within the Division of Business & Accounting.	The Division of Business & Accounting increased recruiting efforts through Articulation agreements and Open House events for non-traditional students.	
Graduation The Division of Business & Accounting will increase its graduation numbers by 3% each year.	Graduation numbers as reported by the Office of Academic Records.	Graduation numbers decreased by 7% in A.Y. 2022-2023 compared to A.Y. 2021-2022.	The Division experienced substantial growth during the 2020-2021 academic year due to increased financial-aid during Covid. Many students took benefit of it by enrolling for more credit hours and graduate early. In addition to academic reasons, the low enrollment numbers in fall 2018 is also the reason for low graduation numbers in 2022-2023.	The Division of Business & Accounting reviewed its graduation trends and implemented pre-semester reviews of student paradigms, enhanced academic advising, and course schedule based on the needs of anticipated graduates.	

Enrollment

Division: Fall 2018 = 263, Fall 2019 = 312, Fall 2020 = 321, Fall 2021 = 331, Fall 2022 = 345
Accounting: Fall 2018 = 29, Fall 2019 = 29, Fall 2020 = 34, Fall 2021 = 32, Fall 2022 = 31
Business Administration: Fall 2018 = 119, Fall 2019 = 135, Fall 2020 = 138, Fall 2021 = 154, Fall 2022 = 214
Management: Fall 2018 = 102, Fall 2019 = 133, Fall 2020 = 138, Fall 2021 = 124, Fall 2022 = 90
Double Major - Business & Accounting: Fall 2018 = 13, Fall 2019 = 15, Fall 2020 = 11, Fall 2021 = 21, Fall 2022 = 10

Number of Graduates

Division: AY 2018-2019 = 57, AY 2019-2020 = 55, AY 2020-2021 = 69, AY 2021-2022 = 51, AY 2022-2023 = 47
Accounting: AY 2018-2019 = 6, AY 2019-2020 = 6, AY 2020-2021 = 13, AY 2021-2022 = 7, AY 2022-2023 = 4
Business Administration: AY 2018-2019 = 28, AY 2019-2020 = 26, AY 2020-2021 = 30, AY 2021-2022 = 23, AY 2022-2023 = 23
Management: AY 2018-2019 = 23, AY 2019-2020 = 22, AY 2020-2021 = 26, AY 2021-2022 = 20, AY 2022-2023 = 19
Double Major - Business & Accounting: AY 2018-2019 = 0, AY 2019-2020 = 1, AY 2020-2021 = 0, AY 2021-2022 = 1, AY 2022-2023 = 1

Retention The Division of Business & Accounting will increase its retention rates by 3%.	Retention Rates as reported by the Office of Academic Records.	Retention rates decreased by 7% in Fall 2022 compared to Fall 2021.	The Division found that financial burdens, academic challenges, student assistance resources are the primary reasons for the low retention.	The Division of Business & Accounting arranged the workshops for the TRIO Program Student Support Services, increased focus on student advising, and increased scholarships opportunities like the Kemper Scholars Program.	Retention Rates chart

Retention Rates

	Division	Accounting	Business Administration	Management	Double Major - Business & Accounting
Fall 2018	59%	55%	58%	61%	67%
Fall 2019	68%	64%	71%	63%	92%
Fall 2020	73%	91%	78%	68%	43%
Fall 2021	74%	80%	76%	73%	58%
Fall 2022	67%	64%	76%	60%	32%